

Lottery Oversight Committee Presentation

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**HOUSE BILL 156
HONESTY LOTTERY ACT**

**NORTH CAROLINA LOTTERY
ADVERTISEMENTS**

TICKET GAZING

REPRESENTATIVE PAUL STAM

NC Lottery Advertisement – Ticket Gazing

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SFX: Outdoor night noises (crickets, etc.)

CODY: **Go ahead. Look through the telescope.**

VANESSA: **Wow. They're breathtaking. What's that one?**

CODY: **That's Lucky Loot. It gives you a chance to triple your prizes.**

VANESSA: **What about the shiny one?**

CODY: **That's 120 Million Dollar Cash. Remarkable, isn't it?**

VANESSA: **Yeah**

CODY: **It has top prizes of three million dollars.**

VANESSA: **These scratch-off tickets from the North Carolina Education Lottery are magnificent. I can see brand new one, two, three, five and twenty dollar tickets. And top prizes up to three million dollars...Wow.**

CODY: **This is one of my favorite spots in the world. The view into the convenience store is amazing.**

VANESSA (happy sigh): **It sure is.**

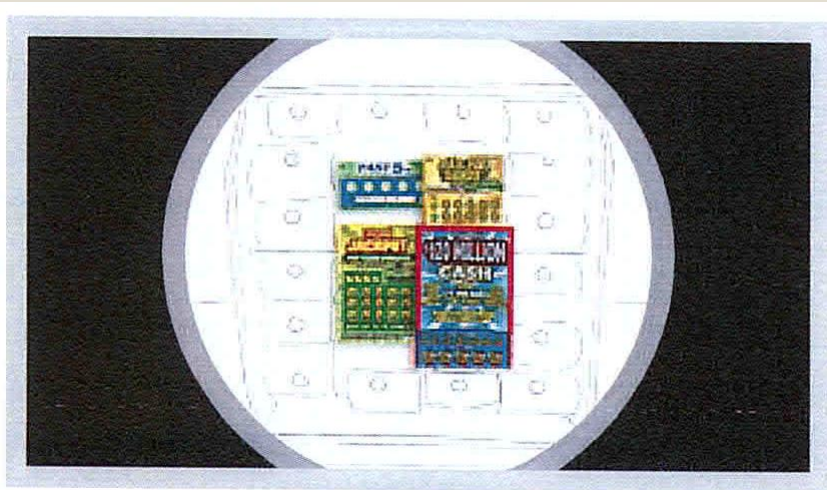
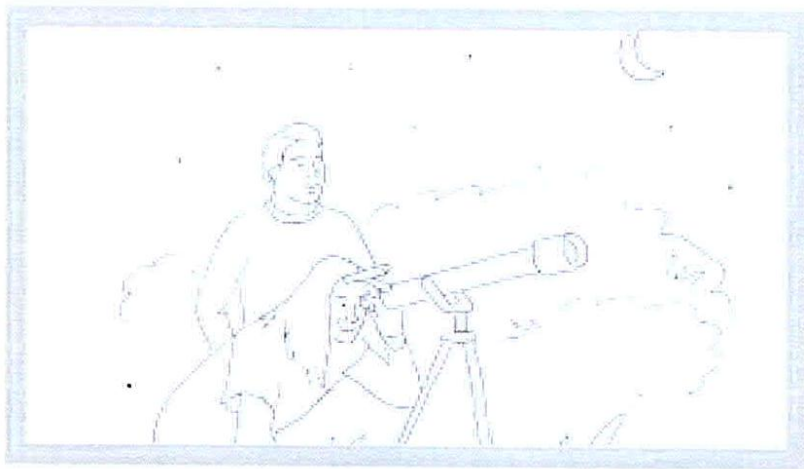
VANESSA: **Hey, what's that in the next window?**

CODY: **Oh, that's just Mrs. Weaver dancing with her pet ferret again.**

LEGAL: **Must be 18 to play. Approximate overall odds of winning range from 1 in 2.90 to 4.98. Problem Gambling Helpline: 877-718-5543.**

NC Lottery Advertisement – Ticket Gazing

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Open on a dimly lit guy and girl looking through a telescope on a date.

VANESSA: **They're breathtaking. What's the little one on the left?**

CODY: **That's Fast 5s.**

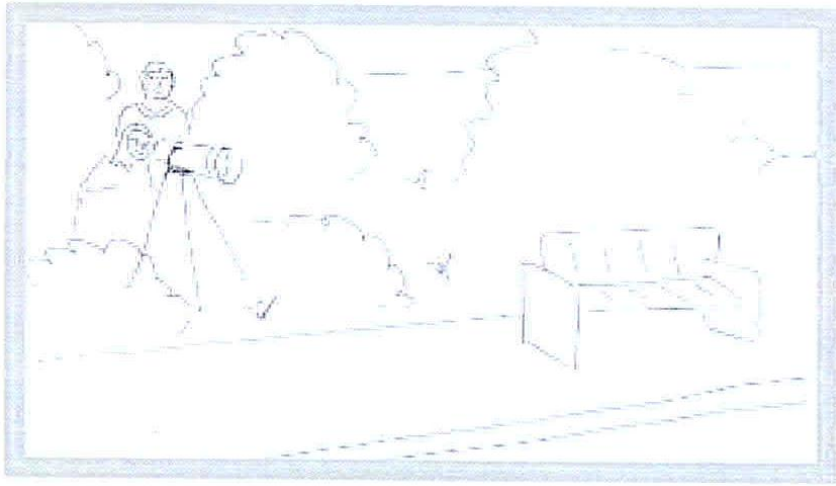
VANESSA: **What about the really shiny one?**

Cut to a tight shot of the tickets through the telescope in a convenience store display.

CODY: **That's \$120 Million Cash. Remarkable, isn't it?**

NC Lottery Advertisement – Ticket Gazing

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Cut back to a wide shot of the guy and girl with the telescope. Reveal they're sitting in a green area of a city looking into a convenience store window.

VANESSA: **Yeah...**

CODY: **It has top prizes of \$3 million.**

VANESSA: **That's amazing.**

MUSIC UP: Whimsical.

Cut to animation of tickets on black that glow and twinkle randomly like stars.

VO: **Magnificent new one, two, three, five and twenty dollar scratch-offs are on sale now. From the North Carolina Education Lottery.**

NC Lottery Advertisement – Ticket Gazing

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MUSIC DOWN.

Cut back to the guy panning the telescope to the left.

CODY: **Let me show you one more thing.**

Cut to a tight shot through the telescope of a lady with green goop and cucumbers on her face and curlers in her hair.

CODY: **Woah...**

Cut back to a stunned Cody.

(NCEL logo) LEGAL: Must be 18 to play. Approximate overall odds of winning range from 1 in 2.90 to 4.98. Problem Gambling Helpline: 877-718-5543.